



WOMEN & VETERANS' DAY BUSINESS SEMINAR

WOMEN & VETERANS SMALL BUSINESS DAY SEMINAR AGENDA

**Roanoke College
Colket Center
221 College Lane
Salem, Virginia**

Date: May 5, 2003

\$10.00 Registration Fee (lunch included)

Register By May 2, 2003 - Pre-Payment Required

**Register by contacting Pennie Anderson at (540) 983-0717 x 239
or panderson@roanokechamber.org**

8:00 AM - 8:30 AM Registration

**8:30 AM - 8:50 AM Welcome: Virginia Delegate Morgan Griffin
House Majority Leader**

Each workshop will be conducted twice during the day. Once in the morning and once in the afternoon. Each participant will have an opportunity to attend four (4) workshops. Completed loan packages will be reviewed by local banks all day. Contact your Small Business Development Center to have your loan application reviewed and to set-up your appointment with a loan officer.

9:00 AM - 10:20 AM

Workshop #1: Selling To The Federal Government

This workshop explains Federal Government small business programs. It covers acquisition of goods and services and includes regulatory authority for procurement, identifying bidding opportunities, types of contracts and solicitation, subcontracting, qualifying to bid and benefits available for small/disadvantaged businesses.

Workshop #2: Marketing Your Business

This interactive workshop will assist you to learn proven marketing techniques for promoting your business and keeping your customers satisfied.

- **Get the word out that you are the best in the business!**
- **Advertising, direct mail, and networking methods will be discussed.**
- **learn how to ensure customer satisfaction and build referrals.**
- **Bring in ads, flyers, business cards, mailers & other materials that you have used in the past. We'll help you create materials that get results. Bring in ads, flyers, business cards, mailers & other materials that you have used in the past.**

Workshop #3: Researching and Writing an Effective Business Plan

Learn the importance of developing a comprehensive plan that communicates your goals and reflects the direction of your business. A simple step-by-step approach to writing a powerful and effective Business Plan.

Workshop #4: Personal Finance/Business Finance For a Business

Moderator: Understand how your personal finances can impact your business finances.

We will focus on understanding credit, repairing credit and the importance of budgeting savings and investments.

Break

10:30 AM - 11:50 AM

Workshop #5: Veterans Administration and Veteran Outreach Program

Workshop #6: Legal Issues That Face Business Owners

Know your rights and liability under the law. What do you do if you are sued? How do you limit your liability exposure? What if your customers do not pay. Can you legally operate your business in Virginia and North Carolina? Any questions that you may have pertaining to the operation of your business will be addressed by a small business attorney.

Workshop #7: Accounting & Recordkeeping for the Small Business

This workshop is for non-accountants to help understand financial statements: balance sheets, profit and loss statements, cash flow and general business records.

A certified public accountant will show how to maintain records for your particular business needs. You will be taught how to apply for necessary licenses and tax identification numbers, maintain effective books for your business, and differentiate between independent contractors and employees. Whether you are a home-based business or a large corporation, size does not matter when it comes to a tax audit. Learn ways to legally reduce your tax liability and minimize your chances of a tax audit.

Workshop #8: Local Resources That Can Assist You

12:00 PM - 1:00 PM

Lunch

1:10 PM - 2:30 PM

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Break

2:40 PM - 4:00 PM

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Workshop #8: Local Resources That Can Assist You

4:00 PM

Seminar End